

Fashion Calendar

1949

File Copy
8/1/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, AUGUST 1, 1949

COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 1	BLOOMINGDALE'S Publicity: Dervin O'Brien, VO. 5-5900.	3RD FLOOR
Monday August 1	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday August 1	JAMES McCREERY & CO. Publicity: Jean Saville, WI. 7-7000.	4TH FLOOR
Monday August 1	BEST & CO. Publicity: Anne Kelly, PL. 9-2000.	4TH FLOOR
Tuesday August 2 3:00 P.M.	RUSSEKS FIFTH AVENUE Showing of fashions for college, Tuesday August 2. College Shop opens Monday, August 1. Open to public. Publicity: Helen Moran, WI. 7-1900.	7TH FL. SPORTS SHOP
Wednesday August 3 9:30 A.M.	SAKS FIFTH AVENUE College fashion show for the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	RITZ TOWERS
Thursday August 4 3:00 P.M.; 6:30 P.M.	FRANKLIN SIMON & CO. Showing of college fashions to the public at 3:00 P.M. and again at 6:30 P.M. in the College Shop on the 3rd floor. The College Shop opens Monday, August 1. Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Thursday August 4 6:00 P.M.	ABRAHAM & STRAUS (BROOKLYN) Abraham & Straus College Board to present showing of college clothes in The Special Events Center, 8th floor. The store's College Shop opened on Wednesday, July 20, on the 3rd floor. Open to public. Publicity: The Special Events Center, TR. 5-7200, Ext. 664.	8TH FLOOR
Monday August 8	L. BAMBERGER & CO. (NEWARK) Publicity: Mary Grizzard, Market 2-2312.	3RD FLOOR
Monday August 8	DE PINNA Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52.	4TH FLOOR
Monday August 8	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Monday August 8	KRESGE (NEWARK) Publicity: Dorothy Armbruster, Mitchell 2-8000, Ext. 395.	3RD FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Tuesday August 9 3:00 P.M.	SAKS 34TH STREET Presentation of college fashions. Open to public. College Shop opens Monday, August 8. Publicity: Francis Eisner, LA. 4-7000, Ext. 445.	3RD FL.SPORTS SHOP
Wednesday August 10	OPPENHEIM COLLINS Publicity: Evelyn Mandl, WI. 7-8200.	3RD FLOOR
Wednesday August 10	OPPENHEIM COLLINS (BROOKLYN) Publicity: Evelyn Mandl, WI. 7-8200.	2ND FLOOR
Thursday August 11 11:00 A.M.	OHRBACH'S An informal press preview will be held at 11:00 A.M. The College Shop will open to the public at 12:00 Noon. Publ.: Mark Klauser, SF. 7-9000.	3RD FLOOR
Thursday August 11 2:30 P.M.	MARTIN'S (BROOKLYN) College fashion show on the 5th floor. Open to public. The College Shop opens Monday, August 8. Publ.: Rita Dobbins, TR. 5-3100, Ext. 350.	5TH FLOOR
Wednesday August 17 11:15 A.M.	B. ALTMAN & CO. College fashion show in the College Shop on the 3rd floor, Wednesday, August 17 at 11:15 A.M. The College Shop opens Monday, August 1. Open to public. Publicity: Etta Daub, MU. 9-7000.	3RD FL.COLLEGE SHOP
Thursday August 18 2:30 P.M.	MARTIN'S (BROOKLYN): TEEN-AGE FASHION SHOW Teen-age fashion show featuring back-to-school Fall wardrobe. Open to public. Publicity: Rita Dobbins, TR. 5-3100, Ext. 350.	4TH FLOOR
Saturday August 20 11:00 A.M.	GIMBELS: COLLEGE FASHIONS Showing of college fashions at 11:00 A.M. in the College Shop on the 3rd floor. Open to public. The College Shop opens Monday, August 15. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	3RD FLOOR
Saturday August 27 11:00 A.M.	GIMBELS: BACK-TO-SCHOOL FASHIONS Showing of Back-to-School fashions for teenagers in the College Shop. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	3RD FLOOR

Week Of August 1	EXHIBITION OF BLOUSE DESIGNS Exhibit of color sketches showing original designs of blouses for all occasions. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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Beginning Monday August 1	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: <u>Aug. 1:</u> Balmain (for retailers), Madeleine Vramant; <u>Aug. 2:</u> Balmain (for manufacturers), Bruyere, Jean Desses, Marcel Rochas, Maggy Rouff; <u>Aug. 3:</u> Molyneux, Robert Piguet, Alex Maguy, Jeanne Lanvin, Jeanne Lafaurie, Renee Patton, Nina Ricci, Carven, Worth; <u>Aug. 4:</u> Alice Levon, Jacques Griffe, Paquin, Germaine Lecomte, Henry a la Pensee, Jean Patou, Balenciaga, Gres, Fath, Schiaparelli; <u>Aug. 5:</u> Manguin, Marcelle Chaumont, Carpentier; <u>Aug. 8:</u> Dior (for retailers), Jacques Heim; <u>Aug. 9:</u> Dior (for manufacturers), Pierre Benoit; <u>Aug. 11:</u> Irmone. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 3 4:00 P.M. Cocktails	SHOWING OF HATS FOR THE BRIDE Jeanne Wright, author of "The Wedding Book," will present a showing of bridal millinery and gowns; also, hats for the mother of the bride; and travel hats. Trade showing on Thursday, August 4, at 4:00 P.M. Attendance by invitation only. Contact: Jeanne Wright, EL. 5-4880.	JEANNE WRIGHT	45 EAST 51ST STREET SALON - 5TH FLOOR
Thursday August 4 6:00 P.M.	SHOWING OF FALL FUR FASHIONS Presentation of new fashions in furs for Fall. Open to public. Publicity: Terry Mayer, PE. 6-1500, Ext. 600.	GIMBELS	3RD FLOOR FUR SHOP
Monday August 8- August 10	PRESS SHOWINGS OF NEW LUGGAGE The new Amelia Earhart Luggage will be presented to the press at special showings on August 8, August 9, and August 10. Attendance by invitation only. Showings for trade on August 11 and August 12. Publicity: Maxine Joyce, Market 3-7500.	AMELIA EARHART LUGGAGE	HOTEL NEW YORKER ROOM 504
Monday August 8- August 12	NATIONAL LUGGAGE AND LEATHER GOODS SHOW Over 200 exhibitors will display new fashions in luggage and leather goods on five floors at the Hotel New Yorker. Daily schedule: Monday, 1:00 P.M. to 9:00 P.M.; Tuesday, 9:00 A.M. to 6:00 P.M.; Wednesday, 9:00 A.M. to 9:00 P.M.; Thursday, 9:00 A.M. to 6:00 P.M.; Friday, 9:00 A.M. to 3:00 P.M. Press contact: Room 945, 245 Fifth Ave.; or Aileen Guthridge, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
Monday August 15- August 18	NATIONAL RETAIL JEWELERS' SHOW Jewelry manufacturers and distributors will display merchandise at the forty-fourth annual Convention and Trade Show of the American National Retail Jewelers Association. Contact: Mr. Charles Evans, or Mr. Boyd Evans, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NATIONAL RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA BALLROOM
Tuesday August 16 3:00 P.M.	SHOWING OF WOMEN'S SUITS BY MURRAY SICES Russeks will present the woman's suit picture for Fall by Murray Sices. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD
Wednesday August 17 9:30 A.M. Coffee; Brioche	PRESS PREVIEW OF FALL FASHIONS "The Mostest Of The Bestest For the Leastest"--showing of 1949 Fall fashions by Nelly Don. Attendance by invitation only. Contact: Sara Pennoyer; or Hilda Fitzgerald, LO. 5-4672.	NELLY DON	HOTEL PIERRE BALLROOM
August 19	NATIONAL AVIATION DAY (Friday).		
Sunday August 21	JUVENILE FASHION SHOW Juvenile fashion show presenting Fall and Winter fashions for children, the first event of Asbury Park's famous Baby Week. Fashion show precedes baby parade to be held on Wednesday, August 24. Publicity: Phyllis Chalzel, Bonnie Kid, CI. 6-0223.	BONNIE KID MODEL AGENCY	CONVENTION HALL ASBURY PARK, N.J.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS</u> <u>PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS</u> <u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Wednesday August 31	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST. PUBL.: IRVING KARSHIN	PL. 5-2600
Thursday Sept. 1	<u>SAKS FIFTH AVE.</u> At 3:00 P.M.	611 FIFTH AVE. PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday Sept. 6	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: DINA DORÉ (Designed by Castillo)	PL. 3-3410
Wednesday Sept. 7	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. PUBL.: CAROLYN HAIGHT	EL. 5-6800
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Friday Sept. 9	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: RUTH WALTZ (Note Change of Date)	CI. 7-7200

Sept. 5 LABOR DAY (Monday).

Wednesday
Sept. 7
12:30 P.M.
Luncheon
4:45 P.M.
(Trade
Show)

PRESS SHOWING OF "PACKAGE FROM PARIS"

G. HOWARD HODGE

RITZ-CARLTON HOTEL
MAIN BALLROOM

First showing of new Fall French millinery and dresses flown here by Air France. Hats by: Albouy, Genevieve Bernard, Simon Cange, Janette Colombier, Claude St. Cyr, Rose Descat, Domino, Maria Guy, Legroux Soeurs, LeMonnier, Maud et Nano, Gilbert Orcel, Paulette, Francoise Ray, Reboux, Maud Roser, Madame Suzy, Suzanne Talbot, Rose Valois. Dresses by: Jacques Griffe, Jean Desses, Jean Patou, Marcel Rochas, Molyneux, Pierre Balmain, Robert Piguet. American interpretations of the French hats by G. Howard Hodge. American dresses--Herbert Sondheim. Furs--Esther Dorothy. Jewelry--Castlecliff. Bags--Koret. Gloves--Kislav. Umbrellas--Vedrenne. Femme Perfume--Marcel Rochas. Press showing at 12:30 P.M.; trade showing at 4:45 P.M. By invitation only. Staging, Production, Publicity: Dorothy Lansing, PL. 8-3145.

Wednesday
Sept. 7
1:00 P.M.
Luncheon

LUNCHEON FASHION PRESENTATION

THE TAILORED WOMAN

ST. REGIS HOTEL
ROOF

Presentation of fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

Wednesday
Sept. 7-
Sept. 8

THIRTY-FIFTH ANNUAL LEATHER SHOW

TANNERS' COUNCIL
OF AMERICA, INC.

WALDORF-ASTORIA
GRAND BALLROOM

American leathers for Spring 1950 will be presented by the Tanners' Council of America. In addition, there will be a display of shoes which were in fashion at the turn of the century. Contact: Mr. J. L. Nelson, Tanners' Council, 100 Gold Street, BE. 3-0494.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 8 2:30 P.M.	PRESS SHOWING OF FALL ORIGINALS Presentation to the press of Jay Thorpe Originals for Fall. Attendance by invitation only. Publicity: Joan Stafford, CI. 7-4300.	JAY THORPE, INC.	24 WEST 57TH STREET SALON
Thursday Sept. 8 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW PRODUCT Presentation to the press by Lentheric of their new product at Lentheric's new showroom in the Squibbs Building, 745 Fifth Avenue. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-6300.	LENTHERIC	745 FIFTH AVENUE SHOWROOM-28TH FLOOR
Sunday Sept. 11- Sept. 12 8:00 P.M.	MILLINERY FESTIVAL IN HOUSTON, TEXAS America's leading millinery designers will appear in person with their creations at Glenn McCarthy's Shamrock Hotel in Houston. Presentation of a fashion extravaganza in eight scenes, sponsored by the Millinery Division of the Houston Retail Merchants' Association. The milliners who will attend include: Peter Bondi, Braagaard, Casper-Davis, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Harryson, Dave Herstein, Kenneth Hopkins, John-Frederics, Lenesta, Helen Liebert, Leslie Masters, Laddie Northridge, Grace Nugent, Florence Reichman, Rose Sapphire, Gerald Simon, Eve Tartar, and Marion Valle. Coordinator: Mona Manet. Commentator: Maggi McNellis. Press by invitation. Dinner and show: \$25.00 (benefit for Variety Boys Club Charity). Contact: Jerome Simon, The Fashion, 917 Main St., Houston, Texas (Tel. Atwood 2341).	HOUSTON RETAIL MERCHANTS' ASS'N.	SHAMROCK HOTEL HOUSTON, TEXAS
Monday Sept. 12 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present a showing of fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, LE. 2-1952. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Monday Sept. 12 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Bernham-Stein will present their Fall and Winter fur collection to the press. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Tuesday Sept. 13 10:00 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall collection at Gunther-Jaeckel (at this location, 10 East 57th Street, in early September). Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER-JAECKEL	10 EAST 57TH STREET SALON
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Saks Fifth Avenue will present the Fall collection of custom millinery to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Wednesday Sept. 14 9:30 A.M.	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	FLOOR TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom collection to the press. Attendance by invitation only. Contact: Oldric Royce, PL. 3-9185.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present Fall fashions at the Waldorf's Starlight Roof. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Milgrim will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Milgrim Publicity: Ruth Waltz, CI. 7-7200. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MILGRIM	ST. REGIS HOTEL ROOF
Wednesday Sept. 14 4:00 P.M.- 7:00 P.M.	EDUCATIONAL DESIGNS OF SHOWROOMS ON DISPLAY Kim Hoffmann and Stephen Heidrich, industrial designers, will present their plans for showrooms with special display ideas for textiles, fashions and accessories. Opening on September 14 at 4:00 P.M. to 7:00 P.M., the show will continue daily from 10:30 A.M. to 5:00 P.M. until September 24. Open to public. Contact: PL. 5-9555.	KIM HOFFMANN; STEPHEN HEIDRICH	139 EAST 57TH ST. SHOWROOM
Thursday Sept. 15 9:30 A.M. Breakfast	PRESS SHOWING OF NEW MILLINERY Mary Goodfellow will present a small selected group of Fall trends in millinery at a breakfast preview for the press. Showing to retail customers at 3:00 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Thursday Sept. 15 12:30 P.M. Luncheon	FASHION PREVIEW OF NEW ZIPPER Donahue Sales Corporation(distributors of packaged Talon Zippers) will introduce a new-purpose slide fastener at a luncheon. Showing of magazine pattern fashions and clothes made up especially for the show by pattern companies. By invitation only. Publicity: Joan Klein, BR. 9-5050.	DONAHUE SALES CORP.	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Sept. 19 1:00 P.M. Luncheon	FALL FASHION LUNCHEON SHOW Presentation of De Pinna's Fall fashions from three departments: Spectator Sports; Town; and Young Moderns (junior and deb). Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 20 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOW: "CELESTE'S HOLIDAY SEASON" A collection of festive fashions for little girls, toddlers to twelves, will be presented at the first press showing by Celeste Frocks. Cocktails at 4:00 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation. Publicity: Rose Hilton, MU. 3-4261.	CELESTE FROCKS	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Aranka will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Aranka Publicity: Mildred Kaldor, MU. 9-5420. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Sept. 23	FIRST DAY OF AUTUMN (Friday).		
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 25	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 26 1:00 P.M. Luncheon	CUSTOM MILLINERY AT LUNCHEON SHOW Fall collection of custom millinery by Ish-Ti-Opi will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ish-Ti-Opi and Plaza Publicity: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI (22 E. 67TH STREET)	HOTEL PLAZA TERRACE ROOM
Beginning Monday Sept. 26- October 1	FOURTH ANNUAL NAT'L SWEATER WEEK Knitted Outerwear Foundation, sponsoring the fourth annual National Sweater Week, will feature the family group as its theme. Publicity: Martin Stern, VA. 6-9543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Dein-Bacher, contact: PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 29 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Fashions for Fall will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		
Wednesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM

MUSIC...MOVIES...THEATRE...TELEVISION

Beginning
Monday
August 1

SEVENTH WEEK, STADIUM CONCERTS; LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.

Monday, Aug. 1: Ellabelle Davis, soprano, singing selections from "Aida", "Norma", also two negro spirituals.

Tuesday, Aug. 2: All-orchestral program includes "Scheherazade", "Fugue for Strings", "Perpetual Motion", "Pavane", Opus 50, and Ravel's "Bolero". Conducted by Efrem Kurtz of the Houston Symphony Orchestra.

Wednesday, Aug. 3: Michael Rosenker, concert-master of the Stadium Concerts orchestra, playing violin solo part of the Saint-Saens Violin Concerto No. 3 in B minor.

Thursday, Aug. 4: Carroll Glenn, violinist, and Eugene List, pianist, will be the soloists. Miss Glenn will play the Khatchaturian Violin Concerto. Mr. List will play Grieg's Piano Concerto in A minor.

Saturday, Aug. 6: Alfredo Antonini conducting the "Italian Night" program with soloists: Florence Quartararo, soprano, Jan Pearce, tenor, and Salvatore Baccaloni, basso buffo.

Unreserved seats: 30¢-60¢-\$1.40. Reserved seats: \$2.00. Table for eight (reserved): \$24.00. Publicity: Margaret Hartigan, CI. 6-4462.

Thursday
August 4

PREMIERE: "IN THE GOOD OLD SUMMERTIME" (Movie) MUSIC HALL, 6TH AVE. & 50TH
MGM release, filmed in technicolor, starring Judy Garland, Van Johnson, S.Z. Sakall, Spring Byington, and Clinton Sundberg. A romantic comedy centering around a small music shop in Chicago in the year 1900. Producer: Joe Pasternak. Director: Robert Z. Leonard. Costumes: Irene and Valles. Publicity: Herbert Crooker, LU. 2-2000.

Saturday
August 6

PREMIERE: "TOO LATE FOR TEARS" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.
United Artists film starring Elizabeth Scott, Don DeFore, and Dan Duryea. Story of young wife who kills her husband because he refuses to keep the money which they found in their car. Producer: Hunt Stromberg. Director: Byron Haskins. Wardrobe: Adele Palmer. Publ.: Tess Michaels, CI. 5-6000.

Saturday
August 6

PREMIERE: "THE WINDOW" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET
RKO Radio Pictures presents film of small family living in a tenement on New York's East Side. The 10-year old son exasperates his parents with his active imagination and fanciful tale telling. Cast includes Barbara Hale, Bobby Driscoll, Arthur Kennedy, Paul Stewart and Ruth Roman. Producer: Frederic Ullman, Jr. Director: Ted Tetzlaff. Publicity: Rutgers Neilson, CO. 5-6500.

Friday
August 12
(Time
will be
announced)

TELEVISION: "IT'S SEWING TIME" NBC-TV CHANNEL 4
Resumption of Woman's World Television Show forecasting Fall fabrics and fashions for the home sewer, featuring back-to-school items. Sponsored by Domestic Sewing Machine and fabric houses. Commentator: Elaine Bassett. Producer: Kay Bardsley. Publicity: Marjorie Fisher, CI. 5-4262.

Tuesday
Sept. 6

OPENING: "BLACKOUTS OF '49" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET
Dave Siegel presents Ken Murray's review, featuring Nick Lucas, George Burton, Gwen McGivney, Harris & Shaw. Contact: Ziegfeld Theatre, CI. 5-5200.